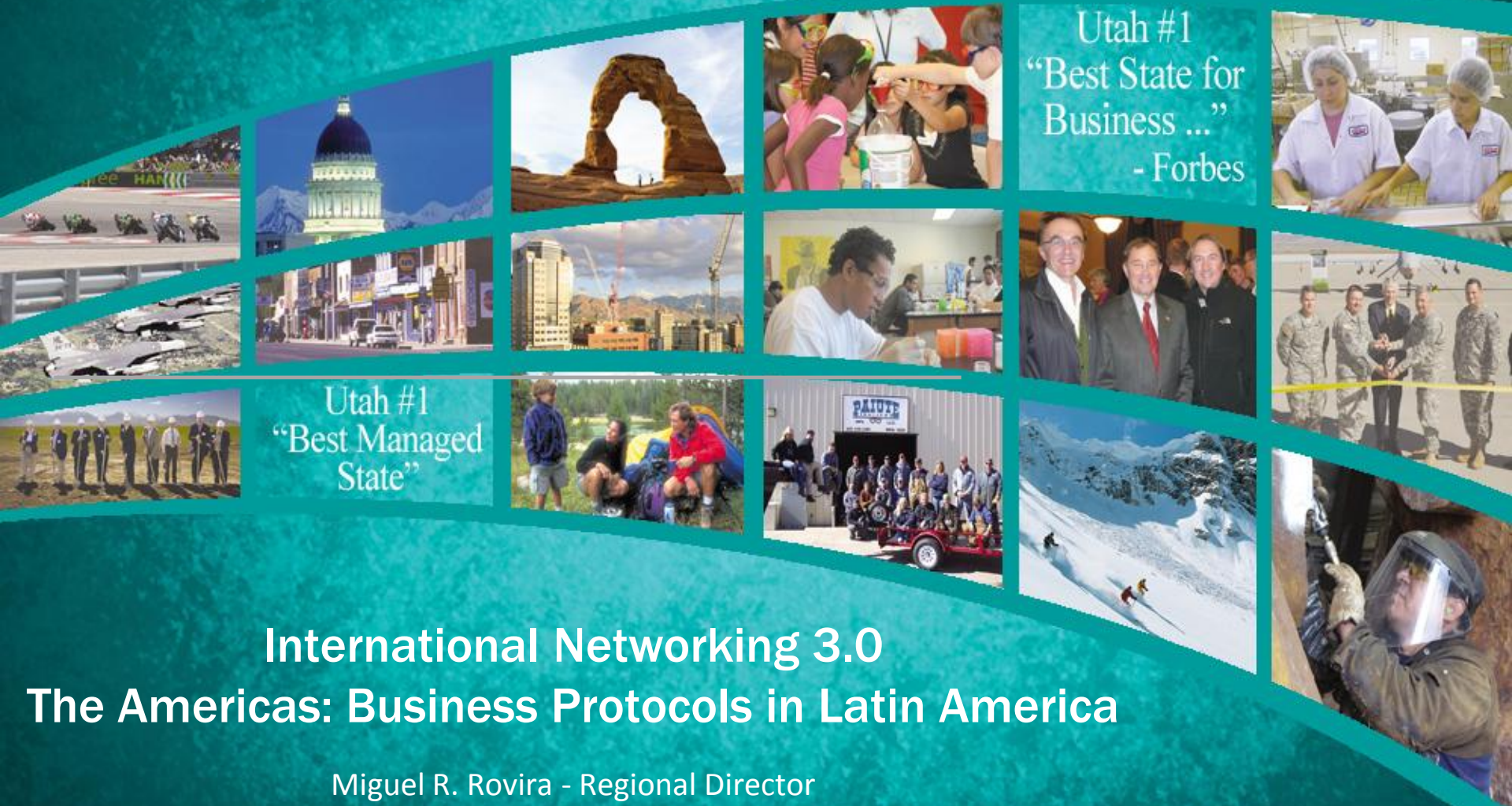




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International Networking 3.0

The Americas: Business Protocols in Latin America

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Languages in the Americas

- Spanish: most common national language
- Portuguese: most spoken language
 - (Brazil's population is 198 million)
- Other official languages: French (French Guiana, Guadeloupe, Martinique, Saint Barthélemy, St. Martin and Saint-Pierre and Miquelon) and Dutch (Suriname).
- Indigenous languages: Aymara (Bolivia, Peru and Chile), Guaraní (Paraguay, Bolivia, Argentina and Brazil), Quechua (Andes - Western South America).
- Do you have a Spanish-speaker on your team?
 - Improves business relationships
 - Improves flexibility (you won't be tied to translators)
- Proper legal council
 - When negotiating contracts get professional council
 - Business terms may vary even within the same country





Religion & Politics in the Americas

- More than 80% of Latin Americans are Roman Catholic
- Religious conversation?
 - Not suggested, it is a very personal issue
 - Typically, only members of same parishioner discuss faith.
- Mexico has a history of power struggles between church and the state
 - Displays of public worship were only made legal in 1922.
- Avoid political issues as you would in the United States
 - Momentous political difficulties figure largely in people's memories.

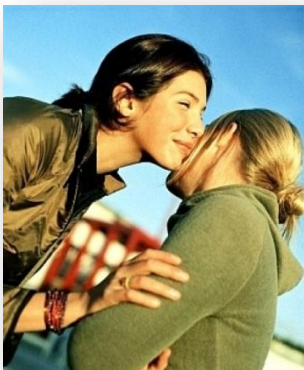


A depiction of the Assumption of the Virgin Mary



Greetings

- Business greeting essentials
 - a hand shake, between men and women
 - eye contact
 - good posture
- Friends commonly embrace (with same gender only)
- Exceptions
 - In Argentina and Uruguay both men and women who are friends kiss cheeks
- The 1st meeting
 - *Formally* address new acquaintances, e.g. “Señor Miguel Rovira Gandara” or “Señora Michelle Schober”
 - Do not use 1st names at meetings, show respect



- It is *rude*...
 - to not greet (hand shake/cheek kiss) *each and every* person in a group

Examples of *un besito*...



Customs and Courtesies

- In most Latin American countries, three meals a day are typical
 - Sometimes a snack “*un algo*” or “*un merienda*” because...
 - Lunches are usually between 2 and 3pm!
 - Dinners start around 8pm and last 2-3 hours, be prepared for socializing
- Dinners are continental style: fork in left hand, knife in the right
- Polite to keep *hands* above the table, *not* elbows
- Wait till you leave the table to...
 - Use a toothpick
 - Blow your nose
 - Clear your throat
- Gifts
 - Not required, but still polite, e.g. chocolates
 - Wine is nice at dinner, but wait till you know host's preference
- Hand gestures are part of speech, Latin Americans are effusive





When not to schedule trips or meetings: Holidays

Chilean National Holidays

- 1 Enero Año Nuevo
- 2 Abril Viernes Santo
- 3 Abril Sabado Santo
- 4 Abril Domingo de Pascua
- 1 Mayo Dia del Trabajo
- 21 Mayo Combate Naval de Iquique
- 28 Junio San Pedro y San Pablo
- 16 Julio Nuestra Señora del Carmen
- 15 Agosto Asunción de la Virgen
- 18 Septiembre Fiestas Patrias
- 19 Septiembre Dia del Ejército
- 11 Octubre Dia de la Raza
- 31 Octubre Dia Nac. De las Iglesias Evangelicas
- 1 Noviembre Dia de Todos Los Santos
- 8 Diciembre Dia de la Inmaculada Concepción
- 15 Diciembre Natividad del Señor



A depiction of the Naval Battle of Iquique

When a holiday is in the middle of the week, it moves to the following Friday or Monday. January and February are dead months, it is summer time and there is very little activity.

Kids have winter vacation (two weeks) in July and in September schools close during the week of the 18th due to the Chilean Independence Day.



More Holidays

Mexican National Holidays

Días Festivos Oficiales (Official Holidays)

- 1º de enero New Year's Day
- 5 de febrero Día de la Constitución
- 21 de marzo Natalicio de Benito Juárez (Birthday of 1st indigenous Mexican president, Benito Juárez)
- 1º de mayo Día del Trabajo
- 16 de septiembre Día de la Independencia
- 20 de noviembre Día de la Revolución
- 25 de diciembre Navidad



Días Festivos No Oficiales (Civic Holidays, typically no work)

- 21 de marzo Semana Santa
- 5 de mayo Cinco de Mayo (aniversario de la Batalla de Puebla)
- 10 de mayo día de la Madre
- 15 de mayo día del Maestro
- 15 de septiembre Marks the beginning of Independence Day festivals
- 12 de diciembre día de la Virgen de Guadalupe
 - Generally, this day marks the beginning of vacation for schools and government offices. Work begins again on January 1st.
- 25 December to 2 January – No work between these dates



More Holidays

Brazilian National Holidays

- 1 January Ano Novo (New Year's Day)
- 17 February Carnaval, 2012 (7 Sundays before Easter, expect the county to take a whole week off)
- 22 February Lent begins
- 6 April Good Friday
- 8 April Páscoa (Easter Sunday, 2012)
- 2 April Dia de Tiradentes (Anniversary of death of national hero Tiradentes in 1792)
- 1 May Dia de Trabalhador (Labor Day)
- 7 June Corpus Christi
- 7 September Dia de Independência
- 12 October Nossa Senhora Aparecida (Our Lady of Aparecida)
- 2 November Dia de Finados (Day of the Dead)
- 15 November Proclamação da República (Republic Day)
- 15 December Natal (Christmas Day)
- 20 November Zumbi dos Palmares (National Black Conscience Day)

